

Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Increasing Cloudiness

We Closed the Doors of Our Philadelphia and New York Stores Saturday on What Some People Derisively Called "a Thunderbolt of Commerce"

As owners of 20 millions of merchandise, it was quite within our right to do what we desired with our own property.

Without consultation with the nabobs of statesmanship, banking or manufacturing, one man alone prepared the statement published Monday, May 3d, 1920, and not ten persons had any idea of it until they read it over his signature on Monday morning, May 3d.

It was a clean cut from existing figure values as they stood in their place for months previous.

It was also the stroke of a bigger hammer than any in the Baldwin Vauclain Locomotive Works.

It struck the same ringing stroke heavily for 60 days against the formidable structure of a million of manufacturers, speculators and organizers to maintain in the United States war prices two years and longer after the end of the war.

It was met by the opposition of neighbors, trade jealousies, monthly and other newspapers supported by certain tradesmen to exploit certain lines of merchandise.

What we denominated a Patriotic Movement to overthrow a besieging enemy of fair trade and reasonable prices and in the interest of public good was ridiculed and misrepresented.

We had counted the cost and took the chances and kept on bombarding big prices with powder at

our own cost and kept it up for two months instead of the two weeks we intended.

We not only let our good goods go at one-fifth less than current value, but we put into circulation during the two months

\$13,511,000

which we dealt out in new purchases, relieving, to some extent, manufacturers turned down by their banks in several cities.

What Has Been Gained by It?

Much everywhere.

1. A grateful public, who bought our merchandise, say so.
2. Many merchants beside ourselves have served notice on makers of fabrics, wearing apparel and household wares, silver and glasswares and floor coverings that no orders will be given at advanced prices. On this we stand straight as our granite walls.
3. We believe from messages from all over the United States that the commercial world agrees and approves of our plan.
4. We have evidence in offers of manufacturers during the past month that the desire of the people for lower prices will be met little by little by taking

less profit at first hands and by efforts to shave down expenses of storekeeping.

It is too large a thing to be done in two months, but by working together for the common end we can accomplish what we need.

With lower prices, we can sell larger quantities and thereby increase our orders to the manufacturer.

5. In restoring old prices that were all right with but moderate and right profits, the people who bought of us what they wanted were greatly benefited and nobody was hurt but ourselves.

6. And particularly—Quite a lot of our goods that came in during the last three weeks are marked at the lower cost and are very desirable at the prices.

With high hopes we start afresh with fresh strength to help to better the start forced upon all storekeepers to aid the people to come into their rights for lower prices.

Horace Greeley, after the Civil War, said in relation to resuming specie payments:

"The Way to Resume is to Resume"

(Signed) *John Wanamaker*

July 6, 1920.

A DEMONSTRATION IN TRADE

With the statement of the Philadelphia Federal Reserve Bank before them, that there has been an increase of 51 per cent in the volume of retail business in this district since the inauguration of the price reduction movement, a considerable part of the business world may contemplate its folly of the past, and a smaller number, still holding back goods in the hope of a period of higher prices, may be led to revise their estimate of the future.

Prices were elevated to a point where they dammed the natural movement of the purchasing power of the nation, and there was an approach to stagnation. When prices were lowered, trade moved forward with a rush. After a month or more of this extraordinary distribution there is no evidence that the buying power of the people has materially diminished or that their demand has greatly lessened. There is evidence, on the contrary, that the continuance of this activity depends chiefly upon the ability, or the willingness, of commodities and distributors to keep prices down, whether by reducing costs or being content with smaller profits.

If industrial machinery shall be kept humming, there will be demand enough. If prices are kept sufficiently low to enable the buying public to satisfy their wants reasonably, the wheels of industry can be kept running. Shutting off production in order that prices may be kept up, is a fallacy second in degree only to the exploded notion that if commodities can be hoarded up in warehouses long enough, the public will pay any price which may be asked for them.

—Philadelphia Evening Bulletin, July 2, 1920.

Beautiful Waists With Hand Work

All from the Philippines, some of voile and some of batiste. The voiles are in three styles, one with drawnwork at \$7.50; one with hemstitching and embroidery at \$9.85, one with a lot of real fillet at \$16.75.

Of the batiste waists there is one style only—with drawnwork and delicate sprays, all hand wrought. This is \$10.50.

(Third Floor, Central)

THE French Room has just received a large shipment of unusually attractive envelope chemises from the Philippines. They are \$3.85, \$4.75 and \$7, according to the amount of hand embroidery on them.

(Third Floor, Chestnut)

Hand-Embroidered Silk Nightgowns

Two styles, both of pink or white crepe de chine and both with the firm beautiful embroidery which the Japanese do by hand. One style with kimono sleeves is \$18.75 and one with an Empire waist is \$22.50.

(Third Floor, Central)

Sports Scarfs

Of brushed wool, plain and striped, in quiet colors and gay ones—browns, purples, tans, grays, greens, yellows and so on. Prices are \$7.50 to \$20.

(Main Floor, Central)

Women's Negligees

Simple kimono-like negligees of crepe de chine in lavender, rose, pink or blue, at \$6.85.

Satin kimonos with bell sleeves, scalloped fronts and embroidered sprays in light and dark blue and rose, \$13.50.

Figured crepe de chine kimonos with Georgette collars and pointed hanging sleeves, light and dark blue and rose, \$12.

(Third Floor, Central)



For Summer Dances—Young Women's Evening Frocks

New and lovely they are, and in the most enchanting colors—peach pink, maize, a glistening green, a delicate orchid shade, as well as black and white.

Three delightful models; two of gleaming radium taffeta and the third of soft satin. One has tulle sleeves and the others have wee puff sleeves. And you may choose from a bouffant skirt, one with tulle ruffles, or a third with silk petals that is quite flower-like.

Silk ribbons, airy tulle, and silk flowers make them more delightful, and they are in 14 to 20 yard sizes.

The price is quite moderate, too—\$26.

(Second Floor, Chestnut)

Women Like This Sports Coat Better Than Any Other

One reason is that it is of wool jersey in a most becoming Tuxedo style and it goes with almost any kind of a plaid skirt, especially those in combinations of tan and blue.

In brown, Copenhagen or heather mixture with facing and trimmings of tan or brown. The belt crosses in front. At \$35 this sports coat is a very good value.

(First Floor, Central)

New Beautiful Zephyr Gingham for 75c a Yard

Bought many months ago and an unusual good value as prices are today.

There are plenty of all the most popular colors, dainty checks and lovely plaids, all 31 inches wide and of fine, close weave.

(First Floor, Chestnut)

A New Importation of Real Filet Laces

For Less Than They Have Ever Been Before

Not a large importation, about 1500 yards, but such prices as these should be sufficient to take out every yard of these laces in very short order.

They are from 1 to 7 inches wide, both edges and insertions in the standard filet patterns and most beautifully made. They are suitable for all kinds of Summer frocks, for lingerie, negligees and fancy work.

(West Aisle)

New White Gabardine Skirts From \$8.75 to \$11.75

The manufacturer, one of the best we know, made a concession in the prices of these skirts. There is not one style out of the eight here that would not have cost more a couple of months ago.

They are all made of the pretty suede-finish gabardine and every detail from the new fashion of the pockets to the fine pearl buttons is the best that we could ask for.

(First Floor, Central)

For Frocks and Sweaters—Smart, New Belts

One of the daintiest belts is a narrow affair of fine white kidskin. It is finished with a metal buckle, comes in all sizes and is \$2.25.

If she wants a black patent leather belt, there is a good style with metal buckle and of good leather at \$2.25. This, too, is tubular.

Black or tan calf belts, in three-quarter inch widths, with metal buckles, are \$4.

These are all kinds women like to wear with summer dresses and suits, as well as with sweaters.

(Main Floor, Central)

Women's Gowns for Afternoon and Evening Reduced—Now \$75 to \$200

Tricolettes, chiffons, voiles, charmeuses, all-over nets and laces—more styles than we can stop to describe.

A great many of them have hand-embroidery on them; some are beaded, some have lingerie draperies. Some need a pressing or a few stitches to make them all they should be.

The new prices—\$75 to \$200—mean a saving of \$15 to \$25 on each.

(First Floor, Central)

42-Inch Embroidered Flouncings Now Close to Half Price

Voile flouncings, all-white embroidered in colors, \$1.25 to \$2.75 a yard.

Batiste flouncings, white and a few in ecru, \$1.75 to \$2.75 a yard.

(East Aisle)

Best Values in the Sale of Hosiery and Underwear

Best selection, too, in the groups that follow, all of them representing savings of a third to a half from regular prices.

A real opportunity to get all such goods the family will need for the rest of the Summer.

Women's Stockings

65c a pair for full-fashioned black mercerized "seconds."

\$2.75 a pair for full-fashioned thread silk in black and navy, all-silk first and second grades, and gray self-embroidered clocked silk with mercerized tops, first grade.

(West Aisle)

Women's Underwear

\$1.50 for athletic-style combination suits in pink and white light-weight woven fabrics.

(West Aisle)

Men's Half Hose

35c, 3 pair for \$1, for mercerized half hose in black, white, navy and cordovan.

(Main Floor, Market)

Vacationists Are Profiting by the Luggage Disposal

Finding that they can get traveling bags, suitcases and overnight cases, both fitted and unfitted, at a fourth to a third less than regular.

Well-made, good-style luggage, of black and tan cowhide, seal and walrus, with linings of leather, silk or fabric. Fittings of white and shell-finish celluloid.

Prices range from \$10 for a traveling bag to \$100 for a fine fitted suitcase.

(Main Floor, Chestnut)

Men's Underwear

\$1.15 for nainsook athletic union suits.

\$1.50 for light-weight self-striped voile athletic union suits.

(Main Floor, Market)

Children's Stockings

35c, 3 pair for \$1, for fine ribbed cotton stockings in black, white and brown, "seconds."

(First Floor, Market)

New Sweaters for Girls and Boys

Sizes start at babies' sizes and go to size 36.

There are slip-ons and sweaters which fasten down the front; there are sweaters of brushed wool and the usual wool; there are sweaters with V necks, with square collars and without any collars at all.

The colors include white, pale blues and pinks for the younger children; tans, browns, blues, grays, greens and heather mixtures for the older girls and boys.

\$3.50 to \$10 each.

(Third Floor, Chestnut)

Splendid New Shipments of Household Linens Just Opened

New table cloths, new napkins, new towels, reliable and excellent merchandise, every bit of it, and priced on a very moderate basis as linens of the same grades are rated today.

Table cloths of pure linen, full-bleached, soft, mellow-finished, hemmed and ready for use—70x70 inches, \$12.75 each; 70x78 inches, \$15 each.

Damask dinner napkins of pure linen, hemmed, 24x24 inches, \$16.50 a dozen.

Hemstitched pure linen damask table cloths, 60x60 inches, \$7.50 each.

Hemstitched linen damask tea napkins, 15x15 inches, \$9.75 a dozen.

Huckaback towels—an exceptionally good collection, all pure linen and splendid for practical service, 20x39 inches, at an exceptional price—\$1.50 each.

Guest towels of pure linen, with hemmed ends, size 14x20 inches, 85c each.

All of the above are direct purchases secured on the spot by our own representative. They are the best collection of linens we have received in a good while.

(First Floor, Chestnut)

1200 Men's Summer Shirts Special at \$2.65

Fine percale and woven madras make these shirts, which are soft cuff, plain negligee style, in a good weight for warm weather.

Designs are neat stripes in pleasing colors and the shirts are unusual value at the price.

Fine Neckties, Special at \$1.15

Beautiful ties in stripes and figures, and of an excellent grade of silk. Usually they are much higher priced.

(Main Floor, Market)

Books Worth While

"Talks With T. R." from the diaries of John J. Leary, Jr., price \$3.50. A book that will stand out in the field of Roosevelt literature for its freshness, vividness and authenticity. To read it is like talking with Roosevelt himself.

"American World Policies," by David Jayne Hill, price \$3.50. A dispassionate discussion of the whole question, showing the disillusionment about the League, and the choice which must be made between the League and the Constitution.

"A General Introduction to Psycho-analysis," by Professor Sigmund Freud, LL. D., with preface by G. Stanley Hall, price \$4.50. The author sets forth the difficulties and limitations of this new method, and traces and sums up the results of thirty years of painstaking research.

(Main Floor, Thirteenth)

1400 Boys' Wash Suits in a General Sale at \$3.85 Each

Exactly 1000 of these suits are absolutely new—a special purchase from a first-class manufacturer anxious to clear his shelves for the season. The other 400 are all the wash suits remaining in our stock, most of these belonging to a recent and very advantageous purchase also.

It all means that the clearing of our boys' suit stocks is a clearing of fine, fresh, new and excellent suits at an extraordinarily low price.

Some suits in the lot have a regular value of more than twice today's prices, \$3.85. All are away below regular value.

Styles are those most in favor—Oliver Twist, shirt style, together with middies and Norfolks.

Colors and fabrics in wonderful selection—plain cottons in many shades, striped cottons, galateas in stripes and plain colors; chambrays, reps and kindergarten cloths and so on.

In 3 to 8 year sizes. Wonderful suits at \$3.85.

(Second Floor, Central)

